

Signage Statement

This is a general statement for the benefit of Local authorities (i.e. conservation officers) designed to assist in the decision making process when assessing the viability of the Advertisement proposal.

Appearance:

Whilst initially, and from drawings, it may appear that the Nationwide Building Society's signage is fairly typical standard high street materials and finishes, this is not strictly true.

The new NBS brand identity, which informs the current signage roll out, is best described as 'Traditional semantics aligned with contemporary motifs'. The use of the corporate 'Blue' on shopfronts has been reduced significantly as part of the strategy to promote a 'homely' *not* 'corporate' aesthetic.

The signage assets have been designed with the Brand's 'Heritage' in mind, incorporating a traditional moulded edge to the fascia and 'Heritage' colour palette as a standard across all signage strategies. Local heritage and community focus are important factors in Nationwide's 'personal touch' ethos.

Whilst modern materials are utilised, they are presented in such a way so as to evoke the appearance of more traditional finishes, but with the advantage of much greater longevity and minimal maintenance.

Materials & Finish:

Although the fascia, lozenge and projecting/hanging signs are fabricated from modern materials, (aluminium and acrylic), they are finished in a satin paint (20% gloss) and designed to have a softer, more natural appearance e.g. like timber. The benefit of this is that it will not deteriorate like painted timber and will therefore remain looking *good* for the duration of it's life.

The white lettering and logo is acrylic, but has a matt finish so blends in naturally.

The proposed paint colour palette is from Farrow and Ball, universally recognised as the benchmark in heritage and conservation paint, and are in a traditional satin finish. To date, these have been utilized in many conservation areas and on listed buildings with great success and serve as a positive addition to the high street.

Signage assets:

The Signage (Advertisement) assets comprise of the following:

- **Fascia:** Grey aluminium panel with moulded edge detail.
- **Lozenge:** Blue/Red rounded corner rectangle with white 'Nationwide' wordmark. Can be provided as internally illuminated, externally illuminated and non- illuminated versions. Only the *white lettering* and *Logo* are illuminated
- **White 'Building Society' lettering** is *never* illuminated

- **Projecting/Hanging sign:** Blue rounded corner square with white 'village' logo. Can be provided as internally illuminated projector, externally illuminated hanging on heritage bracket and non-illuminated versions of both. Only the white lettering and Logo are illuminated.
- **ATM Shroud/Tablet:** Blue rounded corner rectangle with small 'Nationwide' wordmark to header. This being the most resilient of the assets due to the nature of its location and contact with users, is a hi-impact clear finish panel. Currently only available in a gloss finish, if this is an issue in a conservation area there is a smaller 'Tablet' version available, designed to be less conspicuous. It can be edge illuminated, face illuminated (only the logo) or non-illuminated.

Lighting:

All illuminated assets have an LED light source, which although is much more cost efficient, is significantly brighter. Historically internal illumination has been seen as the more light polluting option, but in darkness, it is true to say the appearance of the Nationwide Lozenge and Projecting signs when internally illuminated produces more of a 'glow', with only the white 'Nationwide' lettering and 'Village' logo being illuminated, whereas the external illumination tends to have a much greater spill of light (example photos below) and therefore will appear much brighter and more prominent.

Examples:

Lozenge - Internally or Non-Illuminated



Lozenge – Externally or Non-Illuminated



Standard Projector - Internally or Non-Illuminated



Heritage Projector – Externally or Non-Illuminated



ATM Shroud – Non Illuminated



ATM Shroud – Face & Edge Illuminated



Examples of finished sites in conservation areas:





